

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

February 3, 1998

RJR Account #088080

Ms. E. Johns
J. A. CALDERON CO.

MARCH: WINSTON B2G1F / PROMOTION #800115

Dear Eileen:

WINSTON B1G1F product (6M), and Live product, has been ordered (see quantities listed below), as well as 60 skus of B2G1F Sleeve Display Kits (Item #538994) to pack and ship this promotion to your participating retail accounts. (Note that this product is not 'pre-sleeved' product.)

WINSTON BRAND STYLE	#/ Cases B1G1F (6M)	B1G1F UPC Code	#/ Cases LIVE	LIVE UPC Code
FF Box	2	12300-11226	1 (12M)	12300-11212
Light Box	4	12300-11926	2 (6M)	12300-11906
Ult Lt Box	2	12300-70326	1 (6M)	12300-70306

Product / Premium Arrival:

February 23, 1998

Ship Date to Retail:

Week of: March 9, 1998

DISPLAY DETAIL (#538994)

SKU CUBE:

1.6700

SKU WT (w/o Product):

4.5000 lbs

Retail Sales Offer per Sku:

20 Offers

Billing per Sku:

4 Full Price Cartons

EFT \$ Amount:

\$2,736.68

PARTNERS 'BONUS' REPORTING DESCRIPTION

'WIN MAR B2G1F'

51845 6560

-2-

B1G1F

J. A. CALDERON CO.

PROMOTION DESCRIPTION: SEE ENCLOSED '*WHOLESALE PACKING INSTRUCTIONS*'.
OPEN WINSTON B2G1F SHIPPING CASE. REMOVE RED CARDBOARD INSERT AND PLACE ONE
B1G1F OFFER INTO EACH WINSTON STYLE-SPECIFIC SLEEVE. ADD ONE 'LIVE' WINSTON PACK OF
SAME STYLE TO EACH OFFER. PLACE RED CARDBOARD INSERT BACK INTO CASE AND SHIP TO
RETAILER.

BRAND STYLES: WINSTON FF BOX / WINSTON LT BOX / WINSTON ULT LT BOX

DISPLAY BRAND LOAD:

*** 4 CARTONS:**

2 WINSTON LT BOX

1 WINSTON FF BOX

1 WINSTON ULT LT BOX

EACH DISPLAY WILL CONTAIN TWENTY (20) B2G1F OFFERS.

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you
\$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This
equates to \$112.00 (4 (12M) case(s) @ \$28.00). Payment will be made as soon as possible
once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell

Promotional Coordinator / 1610

/jc

cc: A. Zecca

Enclosures:

- Customer List
- Wholesaler Packing Instructions
- Promotion Flyer

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to
account.

MARCAMB2.DOC

51845 6561

WHOLESALE : 088080 J. A. CALDERON CO., INC. <DIRECT>
 TEMPLATE : 800115 80300 WIN MAR B2G1F
 TEMPLATE SEQ : 0038
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162202	162232	354171	CLYDE BARGIN CENTER	79 GLASGOW ST	CLYDE	NY	14433	2	NYS	1149-0000		(315) 923-2031
162602	162630	679258	TUBBY'S DELIRAUNT	1097 LONG POND RD	ROCHESTER	NY	14626	1				(716) 227-0120
162602	162630	600125	TWENTY-TWENTY MARKE	2020 RIDGE RD W	ROCHESTER	NY	14626	1				(716) 225-7480
162602	162621	684550	UTESIDE MINI MKT	2709 CHILI AVE	ROCHESTER	NY	14624	1				(716) 426-2151
162602	162225	757361	PERRY DOLLAR & MORE	35 S MAIN STREET	PERRY	NY	14530	1		1149-0000		(716) 237-0050
162602	162630	764134	N SIDE SER CENTER	4118 LAKE RD N	BROCKPORT	NY	14420	2	NYS			(716) 637-9893
162602	162621	764185	ITALIAN FOOD	1913 LONG POND RD	ROCHESTER	NY	14606	1	NYS			(716) 426-5120
162602	162621	268748	CFM #33-041/F	1726 LONG POND RD	ROCHESTER	NY	14606	2	NYS	0990-0000		(716) 426-5140
162602	162630	268798	BOBS GROCERY	1722 LAKE RD	HAMLIN	NY	14464	2	NYS			(716) 964-2430
162602	162621	326498	LYELL VIDEO CENTER	1366 LYELL AVE	ROCHESTER	NY	14606	1	NYS			(716) 458-1770
162602	162630	539162	STOP-N-SHOP	692 MANITOU RD	HILTON	NY	14468	1	NYS			(716) 392-5080
162604	162621	510617	HIGHLAND MINI MARKE	834 SOUTH AVE	ROCHESTER	NY	14620	1				(716) 461-4497
162604		624695	RABEEH'S MINI MARKE	954 JAY STREET	ROCHESTER	NY	14608	1				(716) 436-0543
162604		693694	SHORT STOP	452 W COMMERCIAL	EAST ROCHESTER	NY	14445	1				(716) 264-0247
162604	162620	730966	TRANSIT FOOD MKT	1674 NORTON ST	ROCHESTER	NY	14609	1				(716) 342-6630
162604		737943	WATERFRONT DELI	26 LONG POND RD	ROCHESTER	NY	14612	1				(716) 723-1365
162604		750449	S D MINI MART	3910 LAKE AVE	ROCHESTER	NY	14612	1				(716) 663-4996
162604		784653	ALTO MART	1375 HUDSON AVE	ROCHESTER	NY	14621	1				(716) 266-1588
162604	162620	524833	SCHOENHART MOBIL/F	2175 PENFIELD RD	PENFIELD	NY	14526	2				(716) 377-5689
162604	162621	527406	SHAIRI MINI MARKET	411 GENESEE ST	ROCHESTER	NY	14611	1				(716) 436-4795
162604	162621	269157	WORLD WIDE NEWS	100 SAINT PAUL ST	ROCHESTER	NY	14604	1				(716) 546-7140
162604	162624	592748	COM'GO MART	69 ROCHESTER ST	SCOTTSVILLE	NY	14546	1				(716) 889-1273
162604	162624	633313	M&S PARTNERS INC.	DBA A PLUS	EAST ROCHESTER	NY	14445	1		0362-0102		(716) 381-5764
162604		651384	ABURASS MINI MARKET	495 SOUTH AVENUE	ROCHESTER	NY	14620	1				(716) 454-0515
162604		652088	JOE'S DELI & FOOD M	1306-1038 DEWEY A	ROCHESTER	NY	14612	1				(716) 254-4540
162604	162630	657232	MATHIAS PATRAWALA I	1475 W RIDGE ROAD	ROCHESTER	NY	14615	1		0362-0102		(716) 663-3059
162604	162621	664259	ZIADS MEATS & GROCE	452 PARSELLS AVE	ROCHESTER	NY	14609	1				(716) 654-6497
162604	162624	696058	LAKEVILLE GENERAL	5763 MAIN ST	LAKEVILLE	NY	14480	2				(716) 346-5222
162604		705968	295 STONEWOOD INC	STONEWOOD DELI	ROCHESTER	NY	14616	1				(716) 663-8110
162604	162620	716294	FT UNITED MARKET	645 CULVER RD	ROCHESTER	NY	14609	1				(716) 482-7547
162604		728375	S&F MINI MART	642 MONROE AVE #	ROCHESTER	NY	14607	1				(716) 274-4850
162604		743983	RANI MART	1416 CULVER RD	ROCHESTER	NY	14609	1				(716) 288-2540
162604	162225	752618	LIGHTNING EXPRESS	6 MOUNT MORRIS RD	LEICESTER	NY	14481	1				(716) 382-9510
162604	162620	763722	CFM #33-054	1430 CLINTON AVE	ROCHESTER	NY	14621	1		0990-0000		(716) 266-5284
162604	162621	268721	NICKS SUPER STORE	460 MONROE AVE	ROCHESTER	NY	14607	1				(716) 271-1390
162604	162621	268724	BI-RITE MKT	3289 E RIVER RD	ROCHESTER	NY	14623	1				(716) 328-8770
162604	162630	268755	M&T GROCERIES	1070 STONE RD	ROCHESTER	NY	14616	1				(716) 663-4232
162604	162630	481368	EL'S DELIC	1548 DEWEY AVE	ROCHESTER	NY	14615	1				(716) 254-4910
162604	162620	505050	DON SCOTT AUTO MART	3290 ATLANTIC AVE	PENFIELD	NY	14526	1	NYS			(716) 377-0631
162604	162621	416235	MIKE HAHER'S MOBIL	1810 MOUNT HOPE A	ROCHESTER	NY	14620	1	NYS		917872	(716) 244-3318
162604	162630	268763	MCCALL MINI MART	90 MCCALL RD	ROCHESTER	NY	14615	1	NYS			(716) 663-3970
162604	162621	268815	MAALI'S MARKET	587 MAPLE ST	ROCHESTER	NY	14611	1	NYS			(716) 235-2269

WORKPLAN VAP TEMPLATE LISTING

PAGE: 5
 DATE: 98-01-25
 TIME: 11:28 AM
 WHOLESALER : 08080 J. A. CALDERON CO., INC. <DIRECT>
 TEMPLATE : 800115 80300 WIN MAR B2GIF
 TEMPLATE SEQ : 0038
 SALES LEVEL : 16XXXX

TERM	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162604	162630	764381	CFM #33-053/F	501 LONG POND RD	ROCHESTER	NY	14612	1	NYS	0990-0000		(716) 227-2157
162604	162621	415991	REFINERS	417 MONROE AVE	ROCHESTER	NY	14607	1	NYS			(716) 244-6310
162604	162630	549096	STOP N SHOP MOBIL/F	2044 LATVA RD	ROCHESTER	NY	14612	1	NYS			(716) 663-4352
162604	162620	559196	HENRY'S MINI MT.	519 MERCHANTS RD	ROCHESTER	NY	14609	1	NYS			(716) 482-7920
162605	162232	602879	DOLLAR & MORE STORE	DBA DOLLAR & MORE	LYONS	NY	14489	2		1149-0000		(315) 946-9601
162605	162232	767590	DIPRIMA'S MOBIL	1311 FAIRPORT RD	FAIRPORT	NY	14450	1				(716) 377-1660
162605	162232	724735	US DISCOUNT STORE	118 EXCHANGE ST	GENEVA	NY	14456	2				(315) 789-0680
162605	162624	722996	JW MALCHO ENTERPRISE DBA THE STATION	MACEDON	NY	14502	1					(315) 986-5600
162605	162620	503226	FAIRPORT MOBIL MART	110 S MAIN ST	FAIRPORT	NY	14450	1	NYS			(716) 223-7645
162605	162620	396268	PICK/QUICK SNACKS	16 E NORTH ST	GENEVA	NY	14456	1	NYS			(315) 789-1907

PAGE BREAK TOTAL ACCOUNTS

52

TOTAL QUANTITY

60

TEMPLATE TOTAL ACCOUNTS

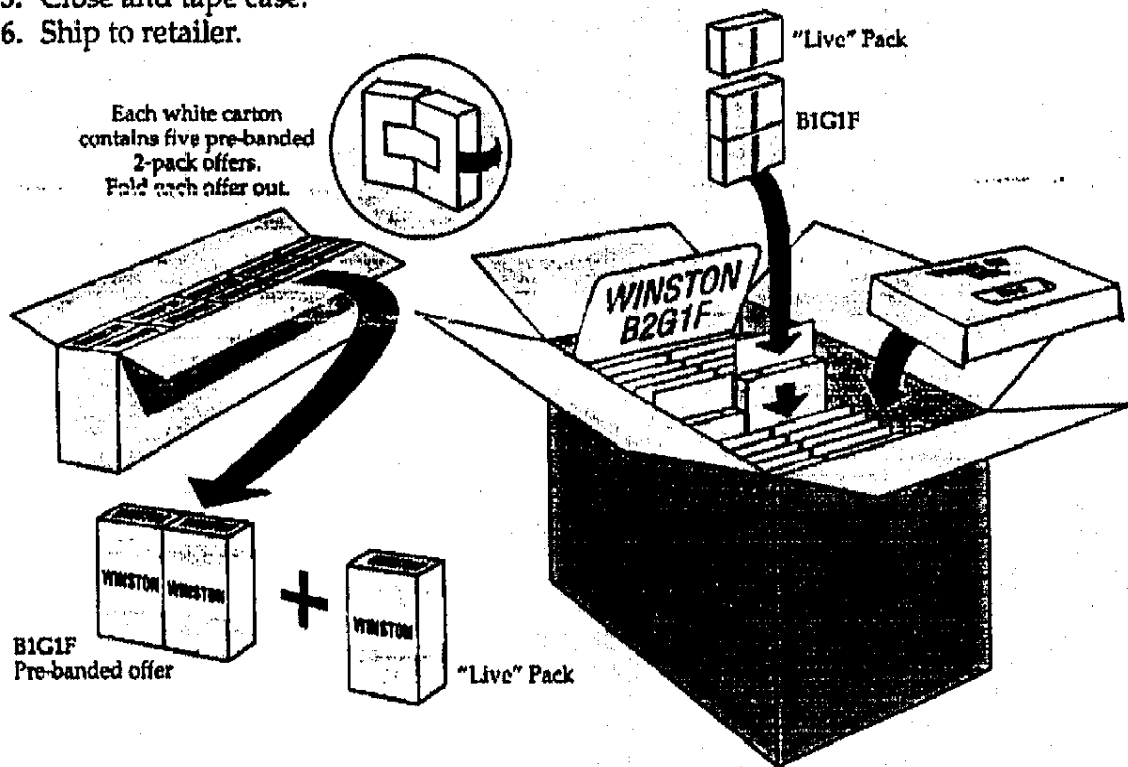
52

TOTAL QUANTITY

60

WHOLESALE PACKING INSTRUCTIONS**VALUE ADDED PROMOTIONS****1ST QTR.'98****March WINSTON B2G1F***(Buy 2 Packs Get 1 Free)***STEPS**

1. Open WINSTON B2G1F shipping case. Remove red cardboard insert.
2. Place one B1G1F offer into each Winston style specific sleeve. Promotional product is in white cartons, utilize 2 cartons Winston Lt. Box, 1 carton Winston FF Box and 1 carton Winston ULt. Lt. Box.
3. Add one "live" Winston pack of same style to each offer.
4. Place red cardboard insert back into case. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.

**Item: # 538994****Promotion Reporting Description: WIN MAR B2G1F**

Brand Style	LT BOX	FF BOX	ULT LT BOX			
Number of Cartons	2	1	1			

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FREE pack with 2-pack purchase

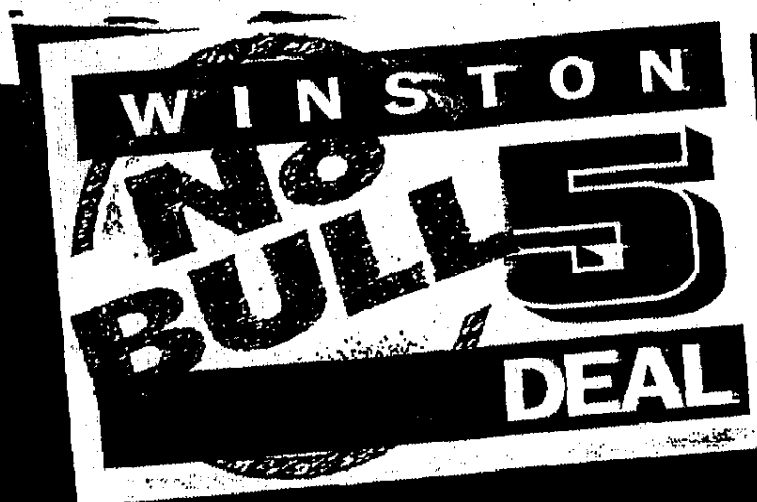
Smoke this
FREE pack

With 2-pack
purchase

- Kick off March with this offer:
Buy 2 packs. Get one free.
- Special packaging in Full Flavor,
Lights and Ultra Lights Box Styles.
- Dramatic counter display
and poster.
- Another No Bull 5 way to
build traffic.



Winston



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